

Given a sample newspaper article or advertisement, the reader selects those words or phrases which are examples of "testimonials."

UNIT 7
Lesson 1
Locating Hidden Meaning

TECHNICAL TALK

Many persons become famous because of their abilities to sing, dance, or play a sport. Manufacturers and store managers sometimes hire these famous individuals to make favorable statements about the products they sell. Often famous people get paid large amounts of money for giving "testimonials" even though they may or may not be experts on a product. Politicians use famous persons to make testimonial statements, too. "Testimonials" are propaganda techniques. Watch out for them and don't let them influence you. Investigate a product or idea for yourself.

TRY IT

If you watch several television shows during the week, you no doubt have noticed many different kinds of "testimonials." For example, a maker of a certain automobile may hire a nationally known professional football quarterback to say that its cars are best. Read this brief paragraph and find the sentence which contains a testimonial.

There are many ways to save energy in your home. According to Buzz Andres, REXCO singing sensation, the best way is to add Knows All Insulation to the attic. Saving heat is everybody's job.

(The second sentence contains the testimonial.)

MORTGAGE MONEY HARD TO FIND

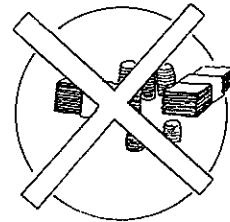
See if you can find the three sentences which contain "testimonials" in the following article.

MONEY GETS SCARCE

Money available for mortgages may become scarce across the country due to the raising of prime interest rates. This action was brought about to slow inflation.

Mary Johnson, Lakeside golf professional, believes that the new trend will definitely help cut double-digit inflation.

Even with higher interest rates, there is a shortage of money. Five local dentists testified that the money shortfall will cause them to delay construction of a new office building; however, they agree with the action. Other community projects have been put on hold.



"We must restrict money supply now," says John Holtson, star of "Western World." This feeling is not shared by a majority of the city's voters, many of whom believe that it will cause a depression.

REVIEW

UNIT 7 Lesson 2 Locating Hidden Meaning

During an election campaign, persons running for office often use “testimonials” to help them get elected. Examine the campaign ad below for Idamarie Getalect. Some of the material in the ad presents information while some of it offers “testimonials.” Write down the five examples of “testimonials” and compare your answers with those in the answer key.

IDAMARIE GETALECT: CANDIDATE FOR MAYOR



... Effective and experienced

... Mature

... Endorsed by Bill Adams,
Klean-Up Committee

... Knows the people

... The candidate of John Mason,
Quarterback of Hope Rockets

... Honest

... Religious

... Proven winner

VOTE FOR GETALECT

... “Most charming” says leading
model school teacher

... Favorite of officers of
American Cheerleaders Association

... Capable

... Citizen and taxpayer

... Choice of Community Leaders Group

... Understands the issues

FOR MAYOR

DOWNSHAW FIRED AS JACKAL COACH

UNIT 7

Lesson 3

Locating Hidden Meaning

Many times writers of newspaper stories use testimonials as a technique for gaining support for an individual or idea. The story which follows is a fictitious article taken from a hypothetical newspaper called the *Nenette Evening Gazette*. There are five sentences in the story which contain "testimonials." See if you can find them, and then check your answers with the key.

JACKAL COACH FIRED



The Nenette Jackal football team lost its tenth straight game last night to Johnson Valley University, 75-3. After the game, the Board of Supervisors of Nenette College asked Bill Downshaw, Nenette coach for ten years, for his immediate resignation.

Since Downshaw refused to resign voluntarily, John Adamson, board spokesperson, said the board had no choice but to fire Downshaw.

The dismissal caught the thirty-five Jackal players by surprise, even though a few said they had heard rumors of the coach's dismissal earlier in the

week. Numerous key players made statements to the press following the Board's action.

Bob Grinchow, quarterback, said "Coach Downshaw did his best and I don't think he should have been fired." Other players had differing viewpoints and did not hesitate to voice them. John Kruip and Philip Jackson, ends, thought that the coach was effective and should have been given a chance.

Bob Calloway, *Evening Gazette* sports editor, believes that Downshaw should be retained. This view is upheld by a statement of support issued by the executive board of the Kazoo Valley Athletic Association.

"The coach cannot win games by himself... he is not at fault," said Matt Hobson, president of the Monday Morning Halfback Club.

More information will be forthcoming in tomorrow's editions of the *Gazette*.

HOW DID YOU DO?

